



DEUTSCH, SHEA & EVANS, INC.

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## Human Resources Communications Consultants

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For immediate release  
November 11, 1982

### UPWARD BLIP IN OCTOBER TECHNICAL DEMAND DATA IS "NOT SIGNIFICANT", SAYS DEUTSCH, SHEA & EVANS

A slight upward blip in what has been a steadily downward trend in demand for technical professionals is reported by Deutsch, Shea & Evans, which maintains the High Technology Recruitment Index. The single-month data for October rose to 90, five points higher than the previous month. This is not seen as significant by DS&E, which notes that it continues a five-month pattern of alternative small dips and rises and does not recover the eight-point drop that occurred from August to September.

Also up slightly, from August level of 87 to a September level of 89, is the High Technology Recruitment Index itself, which is based on a three-month running average. While this is the first upward movement of the HTRI during 1982, DS&E expects that further declines are ahead in the demand for engineers and scientists, at least through the end of the year.

(MORE)

HIGH TECHNOLOGY RECRUITMENT INDEX  
(1961=100; Seasonally Adjusted)

| Month       | Single Month Figure | High Technology *<br>Recruitment Index |
|-------------|---------------------|----------------------------------------|
| March, 1982 | 129                 | 120                                    |
| April       | 111                 | 117                                    |
| May         | 112                 | 105                                    |
| June        | 92                  | 96                                     |
| July        | 82                  | 89                                     |
| August      | 93                  | 87                                     |
| September   | 85                  | 89                                     |
| October     | 90                  | --                                     |

\*Based on a 3-month running average.

HTRI is based on the volume of recruitment advertising placed in key newspapers and professional journals each month. DS&E, which has maintained the Index since 1960, is a human resources communications and consulting firm, a subsidiary of Foote, Cone & Belding Communications, Inc.

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December 20, 1982

### OCTOBER AND NOVEMBER DATA INDICATE DEMAND FOR TECHNICAL PEOPLE HAS PLATEAUED, SAYS DS&E

In what could be the bottoming out of the long downtrend in demand for engineers and scientists, monthly data for both October and November have remained stable. Deutsch, Shea & Evans, which maintains the High Technology recruitment Index, a monthly indicator based on volume of recruitment advertising, reports little movement, during the past two months.

One of these is the single month data level, which moved from 85 to 90 in October and remained at 90 for November when the latest figures were compiled. The Index itself is a three-month running average, which, since July, has been in the high 80s. This moved only slightly down from the September level of 89 to 88 for October. (The Index lags single month data by a month, due to averaging.)

"The November data's stability is encouraging." says a DS&E spokesperson, "since it -- together with December -- often shows a decrease due to the light recruiting during the holiday season. It is too early to be sure that the

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decline has plateaued, but based on Index performance for the past four months, it does seem possible."

HIGH TECHNOLOGY RECRUITMENT INDEX  
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| August      | 93                  | 87                                    |
| September   | 85                  | 89                                    |
| October     | 90                  | 88                                    |
| November    | 90                  | -                                     |

\*Based on a 3-month running average.

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January 17, 1983

### SOME UPTURN IN TECHNICAL RECRUITING, WITH GAINS IN NOVEMBER AND DECEMBER

Contrary to expectations, December showed an apparent upturn in technical demand, says Deutsch, Shea & Evans, reinforcing the modest November gain by the High Technology Recruitment Index.

The Index itself is seasonally adjusted to account for the traditional lag in recruitment activity at the end of the year. However, the HTRI's third quarter performance suggested that even with corrections, a drop could be expected in the last quarter, reflecting the steadily declining market for engineers and scientists.

Instead, the Index itself, which is based on a three-month running average, moved up from 88 in October to 92 for November. The single month figure also seasonally adjusted showed a December level of 97, a gain of seven points.

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DS&E attributes the changes to the initial impact of new defense work on the technical manpower market, combined with the on-going requirements of such growth industries as healthcare and computers.

# HIGH TECHNOLOGY RECRUITMENT INDEX (1961=100; Seasonally Adjusted)

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| April, 1982 | 111                 | 117                                   |
| May         | 112                 | 105                                   |
| June        | 92                  | 96                                    |
| July        | 82                  | 89                                    |
| August      | 93                  | 87                                    |
| September   | 85                  | 89                                    |
| October     | 90                  | 88                                    |
| November    | 90                  | 92                                    |
| December    | 97                  |                                       |

\*Based on a 3-month running average.

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For immediate release  
March 4, 1983

1982 TECHNICAL DEMAND: FIRST 3 QUARTERS DOWN,  
LAST QUARTER UP, WITH OVERALL AVERAGE AT 103

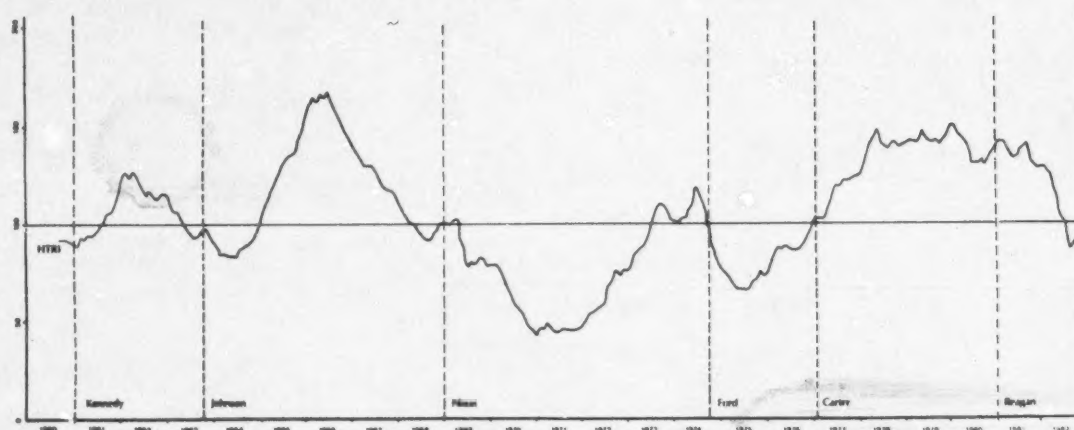
1982 began with technical demand for the first quarter average of 127 on the High Technology Recruitment Index. While this was comfortably above the 1961 base year average of 100, the decline that characterized the preceding two years continued through the second quarter, at 105, and the third quarter was down to 87. Demand, however, moved upward in small increments during the last quarter to average 92, and encourage the thought that the long decline in demand for engineers and scientists has plateaued, if not turned around.

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# Deutsch, Shea & Evans High Technology Recruitment Index

(Seasonally Adjusted; Base 1961 = 100)

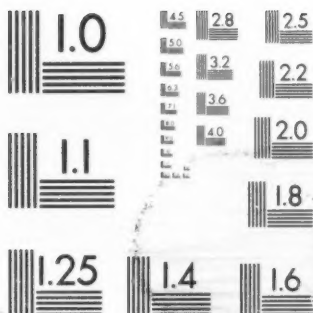


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• New Presidential Administration

## Monthly Data, 1961-1982, Based on 3 Month Running Average

|      | JAN. | FEB. | MAR. | APR. | MAY | JUNE | JULY | AUG. | SEPT. | OCT. | NOV. | DEC. | ANNUAL AVERAGE |
|------|------|------|------|------|-----|------|------|------|-------|------|------|------|----------------|
| 1961 | 88   | 92   | 91   | 94   | 93  | 96   | 98   | 100  | 105   | 106  | 112  | 120  | 100            |
| 1962 | 124  | 126  | 123  | 126  | 122 | 118  | 114  | 116  | 113   | 112  | 114  | 114  | 120            |
| 1963 | 112  | 105  | 105  | 102  | 99  | 94   | 91   | 92   | 95    | 97   | 94   | 90   | 98             |
| 1964 | 87   | 83   | 84   | 82   | 82  | 82   | 87   | 88   | 89    | 91   | 95   | 101  | 87             |
| 1965 | 106  | 114  | 119  | 123  | 127 | 130  | 134  | 136  | 136   | 143  | 148  | 157  | 131            |
| 1966 | 160  | 165  | 163  | 166  | 165 | 168  | 163  | 157  | 153   | 148  | 144  | 140  | 158            |
| 1967 | 137  | 132  | 129  | 130  | 129 | 126  | 121  | 117  | 117   | 116  | 116  | 112  | 124            |
| 1968 | 106  | 103  | 99   | 99   | 97  | 95   | 90   | 90   | 91    | 97   | 99   | 99   | 97             |
| 1969 | 98   | 98   | 101  | 90   | 87  | 77   | 79   | 78   | 81    | 81   | 77   | 78   | 85             |
| 1970 | 78   | 77   | 73   | 67   | 64  | 58   | 56   | 53   | 50    | 45   | 44   | 41   | 60             |
| 1971 | 44   | 44   | 47   | 44   | 42  | 42   | 43   | 43   | 43    | 43   | 44   | 45   | 43             |
| 1972 | 47   | 51   | 53   | 55   | 56  | 59   | 67   | 69   | 75    | 72   | 74   | 74   | 63             |
| 1973 | 78   | 84   | 87   | 88   | 92  | 96   | 105  | 109  | 109   | 107  | 101  | 100  | 97             |
| 1974 | 99   | 102  | 102  | 107  | 110 | 119  | 115  | 111  | 97    | 87   | 79   | 75   | 101            |
| 1975 | 73   | 70   | 68   | 64   | 64  | 64   | 64   | 68   | 69    | 74   | 71   | 73   | 68             |
| 1976 | 79   | 83   | 87   | 86   | 87  | 86   | 85   | 85   | 87    | 88   | 95   | 101  | 88             |
| 1977 | 103  | 102  | 101  | 107  | 112 | 119  | 119  | 121  | 121   | 124  | 123  | 125  | 115            |
| 1978 | 127  | 133  | 140  | 143  | 147 | 140  | 139  | 137  | 141   | 141  | 139  | 140  | 139            |
| 1979 | 142  | 143  | 142  | 142  | 147 | 145  | 143  | 142  | 143   | 141  | 144  | 146  | 144            |
| 1980 | 150  | 150  | 146  | 144  | 140 | 132  | 132  | 132  | 134   | 132  | 128  | 135  | 138            |
| 1981 | 138  | 142  | 136  | 135  | 132 | 135  | 137  | 141  | 137   | 128  | 125  | 126  | 135            |
| 1982 | 127  | 127  | 120  | 117  | 105 | 96   | 89   | 87   | 89    | 88   | 92   | 94   | 103            |



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May 18, 1983

### APRIL TECHNICAL DEMAND TURNS UPWARD AFTER FIRST QUARTER DIP

During the first quarter of 1983, technical demand, as measured by single-month data for the DS&E High Technology Recruitment Index, moved from a January level of 96 down to 87 in March.

In April, however, this decline ended, with the single-month figure moving back up to 93. This may presage the long awaited demand upturn, but further data are necessary before this can be determined.

Meanwhile, the HTRI, computed on a three-month average, showed a first quarter figure for 1983 of 93.

HIGH TECHNOLOGY RECRUITMENT INDEX  
(1961=100; Seasonally Adjusted)

| Month         | Single-Month Figure | High Technology<br>Recruitment Index* |
|---------------|---------------------|---------------------------------------|
| April, 1982   | 111                 | 117                                   |
| May           | 112                 | 105                                   |
| June          | 92                  | 96                                    |
| July          | 82                  | 89                                    |
| August        | 93                  | 87                                    |
| September     | 85                  | 89                                    |
| October       | 90                  | 88                                    |
| November      | 90                  | 92                                    |
| December      | 97                  | 94                                    |
| January, 1983 | 96                  | 97                                    |
| February      | 98                  | 94                                    |
| March         | 87                  | 93                                    |
| April         | 93                  |                                       |

\* Based on a 3-month running average

HTRI is based on recruitment advertising placed in key newspapers and professional journals each month. DS&F, which has maintained the Index since 1960, is a recruitment advertising agency, a subsidiary of Foote, Cone & Belding Communications, Inc.

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July 15, 1983

### PLATEAU IN TECHNICAL DEMAND CONTINUES, SAYS DS&E: HTRI AT 94 FOR MAY

Reversing its slow but steady downward trend, the DS&E High Technology Recruitment Index, based on a three-month running average, moved up three points in May to 94. This makes a full year during which technical recruiting has remained within a plateau, according to HTRI figures, which ranges from a low of 87 to a high of 97. It is, however, the first upturn since January, 1983. June data do not suggest a substantial change in the near future. The single-month figure, which had been static at 93 for two months, rose only one point in June, also to 94.

For comparison, the May, 1982, HTRI stood at 103. This was a low for the year to that point. At the same time, the single-month figure for June, 1982, fell 20 points. It has never regained the lost ground.

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HIGH TECHNOLOGY RECRUITMENT INDEX  
(1961=100; Seasonally Adjusted)

| Month         | Single-Month Figure | High Technology<br>Recruitment Index* |
|---------------|---------------------|---------------------------------------|
| July, 1982    | 82                  | 89                                    |
| August        | 93                  | 87                                    |
| September     | 85                  | 89                                    |
| October       | 90                  | 88                                    |
| November      | 90                  | 92                                    |
| December      | 97                  | 94                                    |
| January, 1983 | 96                  | 97                                    |
| February      | 98                  | 94                                    |
| March         | 87                  | 93                                    |
| April         | 93                  | 91                                    |
| May           | 93                  | 94                                    |
| June          | 94                  |                                       |

\*Based on a 3-month running average

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October 24, 1983

### TECHNICAL DEMAND STRENGTHENS THROUGH SEPTEMBER, REPORTS DEUTSCH, SHEA & EVANS

DS&E's High Technology Recruitment Index, based on a three-month running average, moved up 5 points in August to 106, reflecting the forecasted turnaround in technical demand. This is the highest level the Index has reached since April, 1982.

The single-month figure for September of 111, up seven points over August, suggests strongly that the uptrend is continuing. This sharp increase is attributable to heavy recruitment advertising in technical journals and newspaper display. Classified advertising was relatively stable.

Deutsch, Shea & Evans, which has issued the HTRI since 1960, expects further gains in the Index as the economy continues to improve.

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# HIGH TECHNOLOGY RECRUITMENT INDEX

(1961=100; Seasonally Adjusted)

| Month         | Single-Month Figure | High Technology<br>Recruitment Index* |
|---------------|---------------------|---------------------------------------|
| October, 1982 | 90                  | 88                                    |
| November      | 90                  | 92                                    |
| December      | 97                  | 94                                    |
| January, 1983 | 96                  | 97                                    |
| February      | 98                  | 94                                    |
| March         | 87                  | 93                                    |
| April         | 93                  | 91                                    |
| May           | 93                  | 94                                    |
| June          | 94                  | 97                                    |
| July          | 104                 | 101                                   |
| August        | 104                 | 106                                   |
| September     | 111                 | --                                    |

\*Based on a 3-month running average

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